

## Message Text

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PAGE 01 LONDON 07970 232102Z  
ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 ICA-20 /041 W  
-----092364 232106Z /63/50

O R 191711Z MAY 78  
FM AMEMBASSY LONDON  
TO USDOC WASHDC IMMEDIATE  
INFO SECSTATE WASHDC 6323

UNCLAS LONDON 07970

C O R R E C T E D C O P Y

TO RICHARD GARNITZ FROM CALVIN C. BERLIN

E.O. 11652: N/A  
TAGS: BEXP, UK  
SUBJECT: LONDON IMC PARTICIPATION IN COMPEC '78

1. IF DECISION HAS BEEN MADE TO CONVERT TRADE CENTER TO IMC EMBASSY BELIEVES NEXT STEP IS IMMEDIATE SEARCH FOR SUITABLE BRITISH TRADE SHOWS FOR IMC PARTICIPATION TO KEEP LOST TIME TO MINIMUM.
  2. THE TRADE CENTER HAS FOR PAST SEVERAL YEARS HELD SUCCESSFUL SHOWS ON COMPUTERS AND WE BELIEVE BEST WAY TO LAUNCH IMC IS WITH SAME THEME. THERE ARE OTHER COMPUTER SHOW IS COMPEC WHICH IS NEXT HELD DECEMBER 5-7, 1978. COMPEC IS JOINTLY SPONSORED BY ILIFFE PROMOTIONS LTD AND "COMPUTER WEEKLY" MAGAZINE, BOTH OF WHICH ARE PART OF IPC BUSINESS PRESS COMPANY. COMPUTER WEEKLY WITH CIRCULATION OF OVER 50,000 PLUS OTHER IPC PUBLICATIONS SUCH AS "ELECTRONICS WEEKLY", "DATA PROCESSING" AND "ELECTRON" ARE ALL USED TO PROMOTE SHOW. ATTENDANCE IN 1977 TOPPED 14,000. SHOW IS GEARED TO SAME EQUIPMENT AND MARKET AS MINI-MICRO 78 AT TRADE CENTER IN JANUARY. BECAUSE OF INCREASES IN ATTENDANCE AND
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NUMBER OF COMPANIES EXHIBITING, SHOW IS MOVING TO OLYMPIA CENTER IN LONDON, ONE OF CITY'S MAJOR EXHIBITION FACILITIES.

3. IN DISCUSSIONS WITH EMBOFFS, SHOW ORGANIZERS SAID THAT SPACE IS ALMOST TOTALLY SOLD. THERE IS ONLY ONE AREA OF ANY SIZE, THAT BEING ON GALLERY (NOT MAIN

FLOOR) AND MEASURING 30 FEET BY 100 FEET. AN AREA SLIGHTLY LARGER THAN MAIN FLOOR OF TRADE CENTER AND ENOUGH ROOM FOR 20-30 EXHIBITORS. COST IS APPROXIMATELY 13,000 POUNDS STERLING, HALF DUE WHEN CONTRACT SIGNED, REMAINDER IN OCT,

CHARGE INCLUDES CARPETING, PERIMETER WALLS AND CATALOG ENTRIES. INTERNAL SHELL SCHEME, ELECTRICITY AND LIGHTING COSTS EXTRA, WITH LATTER TWO AVERAGING ABOUT FIFTY POUNDS STERLING PER 100 SQUARE FEET.

4. PROCUREMENT FOR SHOW HAS BEEN UNDERWAY SINCE DECEMBER 77 WITH RESULT THAT MANY OTM FIRMS WHO OFTEN EXHIBIT IN TRADE CENTER ARE ALREADY COMMITTED TO SEPARATE BOOTHS IN COMPEC; THUS EMBASSY BELIEVES THAT LOCAL RECRUITING WILL BE VERY DIFFICULT. ASSUMING COMMERCE CAN RECRUIT SUFFICIENT NUMBER OF NTM FIRMS, EMBASSY FIRMLY BELIEVES THAT THIS WOULD BE EXCELLENT VEHICLE TO LAUNCH LONDON IMC, AND RECOMMENDS THAT COMMERCE AUTHORIZE PROCUREMENT OF SPACE.

5. SPACE IS BEING HELD, WITH NO COMMITMENT ON PART OF EMBASSY OF IMC, THROUGH MAY 26, REQUEST COMMERCE REPLY TO THIS PROPOSAL BY THAT DATE.

STREATOR

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NNN

## Message Attributes

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**Capture Date:** 01 jan 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
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